

Proprietary & Confidential Abbott Nutrition Information

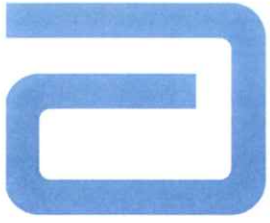
State WIC Offices,

January 13, 2009

Please be advised of several changes Abbott Nutrition is making that may impact your state WIC agency. This communication provides details on the specific products impacted, the changes being made and the expected timing of each change. Abbott will provide additional information including copies of the new labels in the near future.

Appearing at Retail Shelf in Mid May

- 1.) **Similac Advance EarlyShield®** small powder
 - No name change
 - No formulation change
 - 12.9 ounce powder will be replaced by a 12.4 ounce container (90 reconstituted fluid ounces)
 - New graphics on the label
 - Price and UPC remain the same as the former 12.9 ounce product
 - Food Instrument Recommendation: No Change
- 2.) **Similac® Isomil® Advance®** small powder
 - New name will be Similac Sensitive Isomil Soy™.
 - The formulation will remain the same with the addition of prebiotic FOS (fructooligosaccharide) and carotenoids
 - 12.9 ounce powder will be replaced by a 12.4 ounce container (90 reconstituted fluid ounces)
 - New graphics on the label
 - Price and UPC remain the same as the former 12.9 ounce product
 - Food Instrument Recommendation: Sim. Isomil/Sensitive Soy
- 3.) **Similac Sensitive®** small powder
 - No name change
 - The formulation will remain the same with the addition of prebiotic GOS (galacto-oligosaccharides) and carotenoids
 - 12.9 ounce powder will be replaced by a 12.6 ounce container (90 reconstituted fluid ounces)
 - New graphics on the label
 - Price and UPC remain the same as the former 12.9 ounce product
 - Food Instrument Recommendation: No Change
- 4.) **Similac Sensitive® RS** small powder
 - New name will be Similac Sensitive for Spit Up™
 - No formulation change
 - 12.9 ounce powder will be replaced by a 12.3 ounce container (90 reconstituted fluid ounces)
 - New graphics on the label



- Price and UPC remain the same as the former 12.9 ounce product
- Food Instrument Recommendation: Sim. Sens. RS/Spit Up

Appearing at Retail Shelf in June

- 5.) **Similac Advance EarlyShield®** 13 fluid ounce concentrated liquid
 - No name change
 - No formulation change
 - New graphics on the label
 - Price and UPC remain the same
 - Food Instrument Recommendation: No Change
- 6.) **Similac Advance EarlyShield®** 32 fluid oz ready-to-feed container
 - No name change
 - No formulation change
 - New graphics on the label
 - Price and UPC remain the same
 - Food Instrument Recommendation: No Change
- 7.) **Similac® Isomil® Advance®** 13 fluid ounce concentrated liquid
 - New name will be Similac Sensitive Isomil Soy™.
 - The formulation will remain the same with the addition of prebiotic FOS (fructooligosaccharide) and carotenoids
 - New graphics on the label
 - Price and UPC remain the same
 - Food Instrument Recommendation: Sim. Isomil/Sensitive Soy
- 8.) **Similac® Isomil® Advance®** 32 fluid oz ready-to-feed container
 - New name will be Similac Sensitive Isomil Soy™
 - The formulation will remain the same with the addition of prebiotic FOS (fructooligosaccharide) and carotenoids
 - New graphics on the label
 - Price and UPC remain the same
 - Food Instrument Recommendation: Sim. Isomil/Sensitive Soy

Appearing at Retail Shelf in Mid June

- 9.) **Similac Advance EarlyShield®** 8 fluid ounce RTF
 - No name change
 - No formulation change
 - New graphics on the label
 - Price and UPC remain the same
 - Food Instrument Recommendation: No Change
- 10.) **Similac® Isomil® Advance®** 8 fluid ounce bottle
 - New name will be Similac Sensitive Isomil Soy™.
 - The formulation will remain the same with the addition of prebiotic FOS (fructooligosaccharide) and carotenoids



- New graphics on the label
- Price and UPC remain the same
- Food Instrument Recommendation: Sim. Isomil/Sensitive Soy

11.) **Similac Sensitive® RS** 32 fluid oz ready-to-feed container

- New name will be Similac Sensitive for Spit Up™
- No formulation change
- New graphics on the label
- Price and UPC remain the same
- Food Instrument Recommendation: Sim. Sens. RS/Spit Up

Appearing at Retail Shelf in July

12.) **Similac Alimentum®** 16 ounce powder

- New name will be Similac Expert Care™ Alimentum®
- No formulation change
- New graphics on the label
- Price and UPC remain the same
- Food Instrument Recommendation: No Change

13.) **Similac Alimentum®** 32 fluid oz ready-to-feed container

- New name will be Similac Expert Care™ Alimentum®
- No formulation change
- New graphics on the label
- Price and UPC remain the same
- Food Instrument Recommendation: No Change

14.) **Similac Alimentum®** 8 fluid ounce RTF

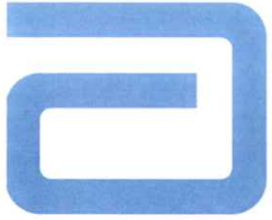
- New name will be Similac Expert Care™ Alimentum®
- No formulation change
- New graphics on the label
- Price and UPC remain the same
- Food Instrument Recommendation: No Change

15.) **Similac Isomil® DF** 32 fluid oz ready-to-feed container

- New name will be Similac Expert Care™ for Diarrhea
- No formulation change
- New graphics on the label
- Price and UPC remain the same
- Food Instrument Recommendation: Similac DF/Diarrhea

16.) **Similac Isomil® DF** 8 fluid ounce RTF

- New name will be Similac Expert Care™ for Diarrhea
- No formulation change
- New graphics on the label
- Price and UPC remain the same
- Food Instrument Recommendation: Similac DF/Diarrhea



- 17.) **Similac® NeoSure®** small powder
- New name will be Similac Expert Care™ NeoSure®
 - No formulation change
 - 12.8 ounce powder will be replaced by a 13.1 ounce container (87 reconstituted ounces)
 - New graphics on the label
 - Price and UPC: Pending
 - Food Instrument Recommendation: No Change

Appearing at Retail Shelf in September

- 18.) **Similac Sensitive®** 13 fluid ounce concentrated liquid
- No name change
 - The formulation will remain the same with the addition of prebiotic GOS (galacto-oligosaccharides) and carotenoids
 - New graphics on the label
 - Price and UPC remain the same
 - Food Instrument Recommendation: No Change
- 19.) **Similac Sensitive®** 32 fluid oz ready-to-feed container
- No name change
 - The formulation will remain the same with the addition of prebiotic GOS (galacto-oligosaccharides) and carotenoids
 - New graphics on the label
 - Price and UPC remain the same
 - Food Instrument Recommendation: No Change
- 20.) **Similac Sensitive®** 8 fluid ounce RTF
- No name change
 - The formulation will remain the same with the addition of prebiotic GOS (galacto-oligosaccharides) and carotenoids
 - New graphics on the label
 - Price and UPC remain the same
 - Food Instrument Recommendation: No Change

Please contact your local Abbott Nutrition sales professional or call Faith Davis at 614.624.3718 for more information.

Best Regards,

Kori

Kori Stenzel
Manager, WIC Contracts



Abbott Nutrition 2010 Product Change Overview

	Name Change	Formulation Change	Size Change	Graphics Change	Price/UPC Change
Appearing at Retail Shelf in Mid May					
Similac Advance EarlyShield® Powder			■	■	
Similac® Isomil® Advance® Powder	■	■	■	■	
Similac Sensitive® Powder		■	■	■	
Similac Sensitive® RS Powder	■		■	■	
Appearing at Retail Shelf in June					
Similac Advance EarlyShield® Concentrate				■	
Similac Advance EarlyShield® RTF (32 fl oz)				■	
Similac® Isomil® Advance® Concentrate	■	■		■	
Similac® Isomil® Advance® RTF (32 fl oz)	■	■		■	
Appearing at Retail Shelf in Mid June					
Similac Advance EarlyShield® RTF (8 fl oz)				■	
Similac® Isomil® Advance® RTF (8 fl oz)	■	■		■	
Similac Sensitive® RS RTF (32 fl oz)	■			■	
Appearing at Retail Shelf in July					
Similac Alimentum® Powder	■			■	
Similac Alimentum® RTF (32 fl oz)	■			■	
Similac Alimentum® (8 fl oz)	■			■	
Similac Isomil® DF RTF (32 fl oz)	■			■	
Similac Isomil® DF (8 fl oz)	■			■	
Similac® NeoSure® Powder	■		■	■	Pending
Appearing at Retail Shelf in September					
Similac Sensitive® Concentrate		■		■	
Similac Sensitive® RTF (32 fl oz)		■		■	
Similac Sensitive® (8 fl oz)		■		■	